

In the claims:

This following is a list of claims currently pending in this application and their current status. This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently amended) A method of delivering advertising to users in a computer network, the method comprising:

designating a plurality of items as member items of a group;

making the member items available over the computer network;

downloading at least one member item to a computer;

detecting a presence of any member item in the computer; and

delivering advertising to the computer, including the steps of:

discontinuing the delivery step upon the determination that no member of the group remains present in the computer;

identifying the subject matter of the web page being viewed by the computer; and
providing content to the user based on the subject matter of the identifying web page.

~~[delivering advertising to the computer even if no member item is being utilized in the computer, the delivery of advertising, to the computer not inextricably tied to any particular member item and continues regardless of which member item is in the computer and so long as any member item is detected as being present in the computer, the advertising, delivered to the computer being selected based on a web page viewed by a user of the computer.]~~

2. (Cancelled)

3. (Original) The method of claim 1 wherein the member items include a computer program.

4. (Original) The method of claim 1 wherein the computer network includes the internet.

5. (Original) The method of claim 1 further comprising the act of making a list of member items in the computer.

6. (Cancelled).

7. (Currently amended) A computer having computer-readable storage medium, the computer-readable storage medium comprising:

an item provided in exchange for the right to deliver advertising to the computer;

computer-readable program code for detecting the item in the computer; and

computer-readable program code for

delivering advertising to the computer, individual advertising pieces and the item
being designated as members of a group;

discontinuing the delivery upon a determination that no member of the group
remains present on the computer;

identifying the subject matter of the web page being viewed by the computer; and

providing content to the user based on the subject matter of the identifying web
page.

~~[computer-readable program code for delivering a piece of advertising to the computer so long as the item remains in the computer and regardless of whether the item is being used, the delivery of the advertising to the computer not inextricably tied to any particular item in a group of items and continues regardless of which item in the group of items is present in the computer and so long as any member item in the group of items is detected as being present in the computer, the piece of advertising being selected based on a web page viewed by a user of the computer.]~~

8. (Original) The computer of claim 7 wherein the item includes a computer program.

9. (Original) The computer of claim 7 wherein the item is provided over the Internet.

10. (Original) The computer of claim 7 further comprising a list of member items present in the computer.

11. (Original) The computer of claim 7 wherein the piece of advertising is displayed in a pop-up.

12. (Cancelled)

13. (Original) The method of claim 7 wherein the piece of advertising is on behalf of a competitor of a company whose web page is being viewed by a user.

14. – 22. (Cancelled)